

AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1. (cancelled)
2. (previously presented) The method of claim 21, further comprising:
transposing an actual image of an interior of a particular retailer of said group of adjacent storefronts as an alternative navigable image within said internet site; and
providing customer selectable links within said alternative navigable image for providing detailed information of said particular retailer.
3. (previously presented) The method of claim 21, further comprising:
providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.
4. (previously presented) The method of claim 2, further comprising:
providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of said particular retailer.
5. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a downtown area of a community.

6. (previously presented) The method of claim 21, wherein said group of adjacent storefronts a shopping center.

7. (previously presented) The method of claim 21, wherein said group of adjacent storefronts is a strip mall.

8. (previously presented) The method of claim 21, further comprising:
providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.

9. (previously presented) The method of claim 2, further comprising providing a customer perspective of said alternative navigable image and allowing a customer to virtually walk through said interior of said particular retailer of said group of adjacent storefronts.

10. (cancelled)

11. (previously presented) The method of claim 22, further comprising transposing actual images of said group of adjacent storefronts as said navigable image.

12. (previously presented) The method of claim 22, wherein said links provide detailed information for goods, services or a business.

13. (previously presented) The method of claim 22, wherein said communicating includes purchasing goods or services.

14. (cancelled)

15. (previously presented) The method of claim 23, further comprising transposing an actual image of said actual location as said navigable image.

16. (previously presented) The method of claim 23, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.

17. (previously presented) The method of claim 23, further comprising purchasing goods or services from said website by selecting a link within said navigable image.

18 - 20. (cancelled)

21. (currently amended) A method comprising:

transposing an actual image of a group of adjacent storefronts along a city block as a navigable image within an internet site;

allowing a user to scroll a point of view of said navigable image from left ~~or~~ to right within said internet site by moving said point of view of said navigable image ~~in a~~

~~direction~~ along said city block from left to right while maintaining said point of view directed toward said group of adjacent storefronts; and

allowing a user to scroll a point of view of said navigable image from right to left within said internet site by moving said point of view of said navigable image along said city block from right to left while maintaining said point of view directed toward said group of adjacent storefronts;

providing customer selectable links within said navigable image.

22. (currently amended) A method comprising:

providing a navigable image of a group of adjacent storefronts along a city block;

scrolling a point of view of said navigable image from left ~~or~~ to right within an internet site by moving said point of view of said navigable image ~~in a direction~~ along said city block from left to right while maintaining said point of view directed toward said group of adjacent storefronts; and

scrolling a point of view of said navigable image from right to left within an internet site by moving said point of view of said navigable image along said city block from right to left while maintaining said point of view directed toward said group of adjacent storefronts;

communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image.

23. (currently amended) A method comprising:

scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a left ~~or~~ to right manner by communicating commands from a remote computer to a server computer hosting said website that move a point of view of said navigable image ~~in a direction~~ along actual store window displays from left to right while maintaining said point of view directed toward said actual store window displays to give a viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays;

navigating said navigable image in a right to left manner by communicating commands from a remote computer to a server computer hosting said website that move said point of view of said navigable image along actual store window displays from right to left while maintaining said point of view directed toward said actual store window displays to give said viewer an impression of walking down a street or strolling through a mall while viewing said actual store window displays.